The vehement development of favorable economic conditions in Cyprus over the last 15 years (prior to 15th March 2013) attracted the Russian capital. The influence of the Russian language on the island could be observed to grow proportionately to the Russian investments to the Greek Cypriot economic sector. Furthermore, the constantly growing Russian-speaking tourist market necessitated the recruitment of Russian-speaking employees in order to fulfill the demands of the market.

Pontic Greeks who arrived to Cyprus from the former Soviet republics in the mid 1990s and who constitute a relatively big minority group in Cyprus possess a rich linguistic repertoire. Their linguistic repertoire mainly consists of Russian, Turkish and Greek (Standard Modern Greek – SMG). Some Pontic Greeks, however, disregarded their rich linguistic profile having focused exclusively on SMG by excluding Russian and Turkish from the home domain. Others, however, having maintained Russian as the family language, actively make use of their Russian language skills for broadening their job opportunities.

In this paper, the current linguistic situation in the Greek Cypriot job market is analyzed and discussed in light of the linguistic/social/economic prestige of the Russian language on the island. Furthermore, it is interesting to examine how this prestige of the Russian language is perceived within the Pontic Greek community in Cyprus and what is done to maintain and/or promote it. For the purposes of the present work 247 questionnaires were used and 23 interviews were conducted.

Keywords: job market, language prestige.